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Management - mheducation.com

About Phil Kotler. Known as the "father of modern marketing," Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University.

Books - Philip Kotler

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International business - Wikipedia

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Consumer Behavior and the Four P's of Marketing Essay ...

Susan Alvey is an executive coach and expert in organizational and leadership development. She designs and delivers leadership development solutions for corporate clients and works closely with executives to ensure their people strategy supports their business strategy and aligns structures, roles, and incentives to optimize organizational functioning.

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